

## Against the Grain

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### Don's Conference Notes- 2018 Fiesole Collection Development Retreat

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# Don's Conference Notes

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## 2018 Fiesole Collection Development Retreat

Guest Columnist: **Leah Hinds** (Executive Director, Charleston Conference) <leah@charlestonlibraryconference.com>

*Column Editor's Note: Because of space limitations, this is an abridged version of the report on this conference. You can read the full article at <https://www.against-the-grain.com/2018/05/2018-fiesole-collection-development-retreat/>. — DTH*

Beautiful Barcelona was the site for the **2018 Fiesole Collection Development Retreat**, sponsored by **The Charleston Company** and *Against the Grain*, and hosted by the **Universitat Pompeu Fabra (UPF)** and **Casalini Libri**. 2018 marked the 20th anniversary of the retreat series. Its aim is to host talks about the future of libraries, publishing, collections, and scholarship. The small group size, around 80 attendees, paired with a schedule that is structured to allow time for thoughtful discussion and rumination on the topics, gives Fiesole an environment unlike any other industry event.

The Retreat began with a preconference session on Digital Humanities and Digital Scholarship convened by **Dr. Andreas Degwitz** from the **Library of Humboldt University**, Berlin.

### Preconference presentations:

- **Marian Lefferts, Consortium of European Research Libraries:** Europe's cultural heritage in print and manuscript supporting Digital Humanities.
- **Peter Foster, GALE:** "How GALE is supporting Digital Humanities, some case studies."
- **Laurent Romary, INRIA – DARIAH:** "Fine tuning the interface between research and libraries: the data re-use charter."
- **Núria Bel, University Pompeu Fabra – Barcelona:** "Natural language processing for Digital Humanities."
- **Susanne Dalsgaard Krag, University of Aarhus:** "Open Science and Digital Scholarship – Libraries' role and staff skills required."
- **Lluís Anglada, Consortium of University Services of Catalonia, and Ángel Borrego, University of Barcelona:** "Developing Digital Scholarship in Spanish libraries."
- **Julien Roche, University of Science and Technology – Lille:** "Towards a copyright exception of text and data mining for public research in Europe."

A common theme throughout the presentations was the number of challenges faced across the different countries and institution types. Some of the challenges were internal, such as budget cutbacks, staff resistance to change, bringing in new staff, management issues, etc. More often the challenges were external, such as government directives and funding issues.

### Keynote Address

The keynote presentation was an update by **Glòria Pérez-Salmerón, Diputació de Barcelona, IFLA President, and Presidenta de FESABID** on the **IFLA Global Vision Report Summary**. IFLA conducted a survey and received 21,772 votes from 190 UN member states across all generations and library types. The key findings of the survey were, "We are united globally in our goals and values," and, "We must connect global and local actions effectively." The top 10 highlights and challenges are available as a PDF download.<sup>1</sup>



*Glòria Pérez-Salmerón, President of IFLA (L), being introduced by Ann Okerson, Senior Advisor to the Center for Research Libraries (R).*

### Session One: Special and Cultural Collections.

**Ramon Abad Hiraldo, Universidad de Zaragoza** — Thinking about Library Collections in Spain in the 21st century

- His library has moved in just a few years from a print library to an electronic library, spending 80% of the budget on e-resources and only 20% on print.
- Challenges and Directions: disruption caused by changes in acquisition models and licensing vs. purchasing. Librarians are not comfortable with the new "big deal." The eBook market in Spain is uncertain; there is a distrust of publishers despite eBook production increase by 26% of published titles.
- A dichotomy between patron-driven models vs. a curatorial approach results in the unavailability of eBooks for student use (recommended readings are often not offered electronically).

**Angela Carreno, New York University** — Evolving Strategies for Area Studies and Foreign Language Collecting in the 21st Century

- The Manhattan Research Library Initiative (MaRLI) is a joint borrowing program between the New York Public Library, NYU and Columbia University.<sup>2</sup>
- "Our shared collection will be a research resource greater than the sum of its parts." (quote from **Carol Mandel**, NYU Dean of Libraries)
- Joint licensing agreements that help expand the breadth of our collecting efforts = 3 electronic + 1 print copy (3 e + 1 p)

**Michael Levine-Clark, University of Denver** — Reflections on Primary Sources and Special Collections in the 21st century

- "Special Collections are more important than they ever have been, and we need to think about them differently than we have before."
- 4 trends: increased investment in special collections, redefining special collections, growth of digital primary source collections, and interplay between traditional and digital.
- "Digital collections are homogeneous collections." Most libraries in North America have the same databases, and everyone has access to Google and Wikipedia. Special collections add diversity, make collections stand out, and give students a special experience.
- Does the widespread availability of digital primary source collections make special collections less special? Or not special at all? Or does it change the emphasis of special collections?

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## Session Two: "Libraries as Laboratories: Creation, Collaboration, Learning, Openness"

**Manel Jiménez-Morales and Anna Magre, UPF** — "Democratization of knowledge for people who may not be able to afford university: what is the library's role?"

- Citizen Science: in the last year this term has been in vogue. Open Science: citizens have contributed to knowledge and research. Usually the focus is on lateral movement: the university provides knowledge to students, but we don't think about how students provide knowledge to the university.
- "Prosumers" — producers and consumers: In some MOOCs, students help classify and organize information from the course.
- The role of the libraries in the MOOC process: traditional roles of documentation, preservation, dissemination, and legal control are also necessary for MOOCs.
- Coordination with other agents: academics, team of pedagogues (CLIK — Center for Learning Information and Knowledge)



*Sobering statistic from the UPF presentation.*

**Niall Sclater, Sclater Digital** — Using Data to Enhance the Student Experience

- "Digital exhaust" produced a huge amount of data.
- Big Data: Facebook, Cambridge Analytica. "Digital Gold" means business intelligence, analytics.
- Traditionally, data was locked up in databases and filing cabinets. Now, it is more open and available for valuable and useful things.
- The drivers are: 1. Data-informed decision making (not based on guess work or predictions) decisions on how to use resources. 2. Understanding and quantification of educational processes — increasingly expected to justify expenditures based on quantification. 3. Meeting government requirements for funding, etc. 4. Pressure from students: expectations for data to be used to help them. Students are used to constant gathering of information from social media.
- Applications: 1. early alert and student success, 2. course recommendations and course success predictions using student aptitudes, previous performance, recommendation of courses to take next. 3. Adaptive learning — personalized model. 4. Curriculum design provides huge possibilities for better understanding of how our curricula are being received by students.

- There are many ethical and legal issues, addressed by the JISC Code of Practice for Learning Analytics.<sup>3</sup>

**Katy Woollenden, University of Manchester Library** — Innovation, Openness, and Co-Creation in an active learning environment

- Context — largest single-site university in the UK and the largest student community (over 40,000) in the UK
- Digilab<sup>4</sup>: a virtual, augmented and mixed reality learning lab with no dedicated space. External demos — by companies who want to try out their products on a live student audience, as well as from University personnel: researchers, student projects, etc. Workshops — code club, hardware workshops 3D printing. One-off events — education student sessions, museology project in collaboration with Manchester museum. Event feedback — 96% attendees said they learned something new.
- My Learning Essentials<sup>5</sup> — the library's award winning skills program. Includes both an open and embedded program — both online or in-person workshops.
- Openness — no login needed, online resources all CC-BY-NC, source files on JISC app store Coverage — 277 institutions, 177 countries, 6 continents

## Session Three: "Collaboration Enabling Scholarship"

**Toby Green, OECD** — Let's hear it for readers: taking a user-centric approach to scholarly communication

- The *Scholarly Kitchen* recently had an article, "Ask the Chefs: What will you be writing about 5 years from now?"<sup>6</sup> Readers weren't mentioned at all.
- Compare publishing to the music industry: a huge number of choices for platforms, etc, for researchers exist. SciHub has turned things around: it is a one-stop easy to use shop, and is "reader-facing."
- Policymakers want research results accessible beyond the academy and need context and background to help understand the content.

**Pierre Mounier, Open Edition** — Scholarly communication in the context of Open Science: the need for infrastructures

- OA in Humanities and Social Sciences is like a milky way; there are lots of different stars in the same system.
- The OPERAS-D project in Europe is studying OA in the humanities and social sciences by surveying publishers. There is a lack of understanding about the difference in platforms, technical mapping among partners for storage/database size, etc.
- Cited a recent study on the visibility of OA monographs by Knowledge Unlatched that focused on eBooks made available through the OPERAS network.<sup>7</sup>

**Roger Schonfeld, Ithaka S+R** — The Turn to Researcher Workflow and Key Implications for Publishers and Libraries

- Content is giving way to workflow. Should the research university outsource more core scholarly infrastructure? The largest publishers are becoming workflow providers. What strategies are available for the smaller publishers being left behind?
- Research involves a large, lengthy workflow. A small number of heavyweight players are building an end-to-end workflow to support research: Elsevier - Scopus, Plum Analytics, Mendeley, SSRN, bepress, SciVal, Pure, Analytical Services... Holtzbrink - Springer Nature, Digital Science, Nature Publishing Group - FigShare, Readcube, Altmetric...

**Alice Meadows, ORCID** — An Example of Cross-Community Collaboration

- She used a tweet from panelist **Roger Schonfeld** as an example to open her talk:



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- ORCID and Metadata 2020 are both examples of collaboration across the industry, in addition to many more.
- ORCID launch partners included not-for-profits and commercial companies of various sizes, as well as several colleges and universities. Board members are similarly spread across the spectrum.
- Metadata 2020 is “a collaboration that advocates richer, connected, and reusable, open metadata for all research outputs, which will advance scholarly pursuits for the benefit of society.”

**Bob Boissy, Springer Nature** — Cooperative Marketing: Case Studies in Collaboration to Drive Usage of Scholarly Content

- Differences between cooperative and traditional marketing:

### Traditional Marketing and Cooperative Marketing

Considerations	Traditional	Cooperative
Main goal	Aimed at resource awareness and sales	Aimed at resource awareness and maximizing usage
Means of delivery	Print and Digital Collateral (push)	Any, by mutual agreement
Approach	Highlight desirable resource features	Highlight possible uses, benefits of use
Audience	Buyers with budgets	Users with information needs
Stage of use	Prior to purchase	Post-purchase
Tendency of message	Positive towards product and company selling product	Positive towards library, discovery, and using resources

Cooperative Marketing | April 2019

SPRINGER NATURE

- Examples of cooperative marketing:
  - Library branding, including notations embedded in resources that indicate “...access to this content is enabled by **Northwestern University Libraries**.”
  - Sustainable Marketing tackles known issues, follows up by email and in person at conferences (i.e., the Charlotte Initiative)
  - Helping to get people into the library with special events, etc.

### Cooperative Marketing is Helping Get People into the Library

An event you can sink your teeth into!

- Non-traditional collaboration
- 293 staff, faculty, and students attended
- Increasing awareness of library collections and services



#### EDIBLE BOOK FESTIVAL

An event you can sink your teeth into!

Vote for your favorite food-themed title and from \$5.00 - \$10.00

Winners will be announced at 1:30 pm

April 6, 2018  
Lied Library  
Amargosa Room

Refreshments will be served

For more information:  
<http://bit.ly/edible2018>

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Closing Session presented by **Stephen Rhind-Tutt**, founder of **Alexander Street Press**, a **ProQuest** company, and President of **Fairfax House**, a consultancy in electronic information product development. **Stephen** graciously agreed to recap his presentation for **ATG: The Podcast**,<sup>8</sup> so listen to episode 60 for details on this as well as Virtual Reality, **ProQuest** and **Alexander Street**, and more.

## Agreed...?

1. Unity of vision – Collaboration, Open, Machine Tools, Reciprocity, Inclusivity
2. User, not content, as focus
3. Increasing importance of workflow – both learning and research
4. Library as co-creator and publisher (Digital Repositories, MOOCs)
5. Library and publisher as provider of tools and services (TDM, Makerlabs, etc.)
6. Library as central to a university and its workflows



- The library as the only cross-departmental space on campus with knowledge and skills to deploy learning and research tools and services

### Excerpt of closing session slides from Stephen Rhind-Tutt.

The 2018 program, speaker biographies, and slides are all available on the Fiesole Retreats repository.<sup>9</sup>

The **21st Fiesole Retreat** will be held in Fiesole, Italy from April 3-5, 2019. Its theme is “**Our Shared Open Future: Building from Tradition.**” The preliminary program and more information is available now on the Fiesole Retreats website.<sup>10</sup>

**Donald T. Hawkins** is an information industry freelance writer based in Pennsylvania. In addition to blogging and writing about conferences for **Against the Grain**, he blogs the **Computers in Libraries** and **Internet Librarian** conferences for **Information Today, Inc. (ITI)** and maintains the **Conference Calendar on the ITI Website** (<http://www.infotoday.com/calendar.asp>). He is the Editor of **Personal Archiving: Preserving Our Digital Heritage**, (Information Today, 2013) and Co-Editor of **Public Knowledge: Access and Benefits** (Information Today, 2016). He holds a Ph.D. degree from the **University of California, Berkeley** and has worked in the online information industry for over 45 years.

**Leah H. Hinds** was appointed Executive Director of the **Charleston Conference** in 2017, and has served in various roles with the **Charleston Information Group, LLC** since 2004. Prior to working for the conference, she was Assistant Director of Graduate Admissions for the **College of Charleston** for four years. She lives in a small town near Columbia, SC with her husband and two kids where they raise a menagerie of farm animals.

### Endnotes

1. <https://www.ifla.org/files/assets/GVMultimedia/publications/gv-report-summary.pdf>
2. <https://www.nypl.org/help/research-services/MaRLI>
3. <https://www.jisc.ac.uk/guides/code-of-practice-for-learning-analytics>
4. <https://www.library.manchester.ac.uk/using-the-library/students/library-it-services/digilab/>
5. <https://www.library.manchester.ac.uk/using-the-library/students/training-and-skills-support/my-learning-essentials/>
6. <https://scholarlykitchen.sspnet.org/2018/04/19/ask-chefs-what-writing-5-years-from-now/>
7. <http://dx.doi.org/10.17613/M6156F>
8. <http://atgthepodcast.libsyn.com/atgthepodcast-060-interview-with-stephen-rhind-tutt-and-2018-fiesole-retreat-recap>
9. [http://www.casalini.it/retreat/retreat\\_2018.asp](http://www.casalini.it/retreat/retreat_2018.asp)
10. [https://www.casalini.it/retreat/retreat\\_2019.asp](https://www.casalini.it/retreat/retreat_2019.asp)